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Claim Amendments

Claims 1-9 (canceled)

101  
NO C.V.T.R. - mod. by ad  
see below  
101 x  
x  
(127)  
x  
(364)  
x

10. (currently amended) A method comprising:  
reading a plurality of advertiser-usable variables  
within at least one script of a referring Web resource from  
a client node, the referring Web resource comprising a  
plurality of user-selectable hyperlinks including a first  
user-selectable hyperlink to a first Web resource and a  
second user-selectable hyperlink to a second Web resource,  
the advertiser-usable variables including a first  
advertiser-usable variable specific to the first Web  
resource and a second advertiser-usable variable specific to  
the second Web resource; and

providing at least one cookie for the client node  
before any of the user-selectable hyperlinks has been user-  
selected from the referring Web resource using the client  
node, the at least one cookie to store the first advertiser-  
usable variable and the second advertiser-usable variable.)

12, 11  
10-41

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11. (currently amended) The method of claim 10 further comprising, after the first user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a first advertising request associated with the first Web resource;

retrieving the first advertiser-usable variable from the at least one cookie;

selecting a first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and

providing the first advertisement to display with the first Web resource.

12. (currently amended) The method of claim 11 further comprising, after the second user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a second advertising request associated with the second Web resource;

retrieving the second advertiser-usable variable from the at least one cookie;

selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; and

providing the second advertisement to display with the second Web resource.

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13. (original) The method of claim 11 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable variable.

14. (currently amended) The method of claim 10 further comprising:

*02  
claim*  
receiving an advertising request associated with the referring Web resource, wherein said reading is performed in response to said receiving the advertising request.

15. (withdrawn) The method of claim 10 wherein the first advertiser-usable variable indicates a similarity value between a search expression and the first Web resource, and wherein the second advertiser-usable variable indicates a similarity value between the search expression and the second Web resource.

16. (currently amended) The method of claim 10 wherein the first advertiser-usable variable and the second advertiser-usable variable are defined by a tree which relates ~~the~~ a plurality of Web resources that include the first Web resource and the second Web resource.

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17. (original) The method of claim 16 wherein the first advertiser-usable variable indicates a level number of the first Web resource within the tree, and wherein the second advertiser-usable variable indicates a level number of the second Web resource within the tree.

*pp2 covered*

18. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is an internal resource of the tree.

19. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

20. (original) The method of claim 16 wherein the first advertiser-usable variable indicates that the first Web resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

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*Boz  
can't*

21. (original) The method of claim 16 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.

22. (original) The method of claim 21 wherein the predetermined level number is one.

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23. (currently amended) A method comprising:  
reading a plurality of advertiser-usable variables within at least one script of a referring Web resource from a client node, the referring Web resource comprising a plurality of user-selectable hyperlinks including a first user-selectable hyperlink to a first Web resource and a second user-selectable hyperlink to a second Web resource, the advertiser-usable variables including a first advertiser-usable variable specific to the first Web resource and a second advertiser-usable variable specific to the second Web resource, wherein said reading is performed by an advertisement server node before any of the user-selectable hyperlinks has been user-selected from the referring Web resource using the client node; and

storing the first advertiser-usable variable and the second advertiser-usable variable at ~~an~~ the advertisement server node before any of the user-selectable hyperlinks has been user-selected from the referring Web resource using the client node.

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24. (currently amended) The method of claim 23 further comprising, after the first user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a first advertising request associated with the first Web resource;

retrieving the first advertiser-usable variable from the advertisement server node;

selecting a first advertisement from a plurality of advertisements based on the first advertiser-usable variable; and

providing the first advertisement to display with the first Web resource.

25. (currently amended) The method of claim 24 further comprising, after the second user-selectable hyperlink has been user-selected from the referring Web resource using the client node:

receiving a second advertising request associated with the second Web resource;

retrieving the second advertiser-usable variable from the ~~at least one cookie~~ advertisement server node;

selecting a second advertisement from the plurality of advertisements based on the second advertiser-usable variable; and

providing the second advertisement to display with the second Web resource.

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26. (original) The method of claim 24 further comprising updating a data structure associated with the first advertisement based on the first advertiser-usable variable.

27. (currently amended) The method of claim 23 further comprising:

*832  
Cary*  
receiving an advertising request associated with the referring Web resource, wherein said reading is performed in response to said receiving the advertising request.

28. (withdrawn) The method of claim 23 wherein the first advertiser-usable variable indicates a similarity value between a search expression and the first Web resource, and wherein the second advertiser-usable variable indicates a similarity value between the search expression and the second Web resource.

29. (currently amended) The method of claim 23 wherein the first advertiser-usable variable and the second advertiser-usable variable are defined by a tree which relates the a plurality of Web resources that include the first Web resource and the second Web resource.



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30. (original) The method of claim 29 wherein the first advertiser-usable variable indicates a level number of the first Web resource within the tree, and wherein the second advertiser-usable variable indicates a level number of the second Web resource in the tree.

*321  
changed*

31. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is an internal resource of the tree.

32. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is an internal resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

33. (original) The method of claim 29 wherein the first advertiser-usable variable indicates that the first Web resource is a leaf resource of the tree, and wherein the second advertiser-usable variable indicates that the second Web resource is a leaf resource of the tree.

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*B2  
control*

34. (original) The method of claim 29 wherein the Web resources include a plurality of Web resources having a predetermined level number in the tree, wherein the first advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the first Web resource in the tree, and wherein the second advertiser-usable variable is based on which of the Web resources having the predetermined level number is an ancestor of the second Web resource in the tree.

35. (original) The method of claim 34 wherein the predetermined level number is one.

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*112 - forget =  
ID, select, done ?  
delivered...*

36. (new) A method comprising:  
targeting an advertisement to a particular numerical range of one or more acceptable positions in browsing sequences of Web resources.

*112 - missing  
or fixing  
essential steps - You claim the desired result, but not the steps required to do so.*

37. (new) The method of claim 36 further comprising charging a higher billing rate for the advertisement for a first browsing sequence position than for a second browsing sequence position, wherein the first browsing sequence position is defined by a first level number and the second browsing sequence position is defined by a second level number, and wherein the first level number is less than the second level number.

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112 -  
search - 10  
do you  
require a  
search str?

38. (new) The method of claim 36 wherein the Web resources comprise a plurality of search-identified Web resources.

39. (new) The method of claim 36 further comprising:  
performing a search based on a search expression received from a client node to identify a plurality of search-identified Web resources that is a subset of a larger set of Web resources;

40. (new) The method of claim 36 wherein the particular numerical range consists of one acceptable position defined by one acceptable level number.

41. (new) The method of claim 36 wherein the particular numerical range comprises a plurality of acceptable positions defined by a plurality of acceptable level numbers.